CONSUMER TIME R-84

Butter and Other Fats

NETWORK: NBC DATE: February 6, 1943

ORIGINATION: WRC TIME: 12:15-12:30 PM-EWT

Produced by Consumers' Counsel Division of the Department of Agriculture and presented in cooperation with United States Government agencies working for consumers.

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1. SOUND: CASH REGISTER . . RINGS TWICE . .

2. MAN: (SIMPLY) This is CONSUMER TIME

3. SOUND: MONEY IN THE TILL . . CLOSE DRAWER.

4. WOMAN: That's your money buying food.

5. SOUND: CASH REGISTER.

6. MAN: That's your money paying for a home.

7. SOUND: CASH REGISTER.

8. WOMAN: That's your money buying clothes.

9. MAN: Buying you a living in wartime.

10. SOUND: CASH REGISTER . . CLOSE DRAWER . . PAUSE.

11. JOHN: Buying you a living in wartime..... Not so easy, is it? Especially when you can't get the things you want to buy. Butter, for instance.

Well, we here in the Department of Agriculture at Washington have prepared this program today to tell you what you can do about it. This is Johnny Smith - your consumer reporter - talking, and I've got some facts for you today that I think will answer all your questions. Or rather - all the questions of your own consumer representative here, Mrs. Evelyn Freyman ---

12. FREYMAN: You'd better have the answers, Johnny, 'cause I've been getting the questions all week from women who are worried about butter.

13. JOHN: Let's not talk just about butter, Mrs. Freyman. Let's talk about fats. All kinds of fats. Butter's only one of them.

14. FREYMAN: Well, what are we going to do?

15. JOHN: Frankly, Mrs. Freyman, we're going to have to get along with less butter. There just isn't as much to go around among civilians as in peacetime.

16. FREYMAN: Why not?

17. JOHN: Because the Army and Navy need so much of it. Why, every man in our fighting forces eats twice as much butter as he would as a civilian.

18. FREYMAN: Oh - I didn't realize that.

19. JOHN: So - in order to help fight the war - we civilians are going to share our butter supply with our fighting men.

20. FREYMAN: But Johnny -- how are we going to get along?

21. JOHN: Well, I'll tell you how one couple's doing it. And fat means a lot more to them - at least to half of them - than it does to most of us.

22. FREYMAN: (PUZZLED) Fat means a lot to half the couple?

23. JOHN: Uh-huh - the feminine half. Maybe you've heard of these people - Mr. and Mrs. Jack Spratt?

24. FREYMAN: You mean - "Jack Spratt would eat no fat,
His wife would eat no lean?

25. John CHIMES IN: And so between the two of them
They licked the platter clean."

26. JOHN: That's the couple. They've been having a pretty bad time lately.

27. FREYMAN: (AMUSED) They have?

28. JOHN: A very bad time. All their neighbors have been gossiping about the way they fought and argued.

29. FREYMAN: Why, what's the trouble, Johnny? I always thought Jack Spratt and his wife got along very well.

30. JOHN: They did - till last fall, when Jack cut down his lean meat ration to two and a half pounds per week.

31. FREYMAN: But his wife cut her fat meat to two and a half pounds too, didn't she?

32. JOHN: Right, but she went right on eating as much as she wanted of other kinds of fat. Butter - whipped cream - lots of fried foods ---

33. FREYMAN: And I suppose she went on getting fatter and fatter - while he got leaner and leaner.

34. JOHN: Not too lean. Jack always did have a fine physique, and he was able to keep it up by substituting baked beans and eggs and such for the meat he couldn't get any more. But his wife certainly did get fatter and fatter. And the other evening, when Jack came home late for dinner ---

35. SOUND: (ON CUE) DOOR CLOSES.

36. JACK: (CALLING) Yoo-hoo, darling - I'm home'.

37. MRS. SPRATT: (FADING IN, ANNOYED) Well, Jack Spratt - it's about time! And you needn't try to "darling" me. Seven o'clock!

38. JACK: I had to work late. War work, you know.

39. MRS. SPRATT: I can imagine! More likely you were chasing off to the fair with that Simple Simon.

40. JACK: With pleasure driving forbidden? Not a chance. And what with sugar ---

41. MRS. SPRATT: Now, you needn't try to change the subject.

42. JACK: Well, I'm just telling you. That with sugar scarce, Simon can hardly find any pies any more. Poor Simon.

43. MRS. SPRATT: Poor Simon! You might give a thought to me.

44. JACK: The sugar shortage doesn't bother you.

45. MRS. SPRATT: Maybe not, but one reason there aren't so many pies in our town is that lard is scarce here.

46. JACK: (PLEASED) It is?

47. MRS. SPRATT: Yes. And I wasn't able to find any butter today - any place in town.

48. JACK: Well, that's fine!

49. MRS. SPRATT: Fine! Haven't you <u>any</u> sympathy for my feelings? As if it isn't bad enough - your chasing around ---!

50. JACK: I tell you, I didn't chase around. I came straight home.

51. MRS. SPRATT: You did? (WISTFULLY) You used to come home earlier - when we were first married. Remember - how you used to rush in - and put your arms around me? (PAUSE) You - you haven't done that for a long time.

52. JACK: Well, frankly - my dear - I can't <u>get</u> my arms around you any more.

53. MRS. SPRATT: (HURT) Why, Jack Spratt!

54. JACK: Well, it's time you woke up to the fact that people are calling you the "fat Mrs. Spratt." <u>That's</u> why I was glad to hear you couldn't find any butter.

55. MRS. SPRATT: (TEARY) But I like butter! You might at least allow me that. You know how few things I can eat - what with my indigestion.

56. JACK: Of course, your indigestion couldn't be caused by eating too much fat.

57. MRS. SPRATT: Of course not.

58. JACK: Well, I think your digestion - and your figure too - would be a whole lot better off if you'd eat less fats and more fruits and vegetables - like Mary.

59. MRS. SPRATT: Mary! Mary who?

60. JACK: Mary Quite Contrary. She was out in her Victory garden as I came by.

61. MRS. SPRATT: Oh, she was!

62. JACK: Yes. She's planting carrots this year instead of cockle shells.

63. MRS. SPRATT: So that's where you were when you said you came straight home! Hanging over the fence, talking to Mary!

64. JACK: Well, it was right on my way.

65. MRS. SPRATT: Of course!

66. JACK: Mary says they may have to eat those carrots without butter, but she uses meat drippings to flavor them instead.

67. MRS. SPRATT: Oh, she does!

68. JACK: Yes. She says she saves every speck of fat and uses it in cooking however she can. And after all the food value's used up she sells the waste fat to her butcher.

69. MRS. SPRATT: Well, it sounds to me as if Mary eats as much fat as I do.

70. JACK: Oh, no. She says she never eats butter on her toast any more.

71. MRS. SPRATT: Jack Spratt - you don't expect me to eat dry toast, do you.

72. JACK: I don't expect anything. I know you too well. I suppose if there were just one pound of butter left in this country, you'd try to grab it.

73. MRS. SPRATT: Why, Jack! (PAUSE) I - I don't think I'd do that. (PAUSE) After all, we are at war. I mean - we all have to expect to give up something. (PAUSE) I - I suppose I could cut down a bit on the fats I eat. Maybe I could even eat dry toast -

74. JACK: There isn't anything to say, Mrs. Spratt. At least - not with words.

75. MRS. SPRATT: Jack! You - you're putting your arms around me!

76. JACK: Not quite, Mrs. Spratt. I'd have to be twins to do that. But I'm putting my arms around just as far as they'll go.

(PAUSE)

77. JOHN: And so it looks as if Jack Spratt and his wife will live happily ever after - because they've found that living is a matter of give as well as take even when it comes to fat and lean.

78. FREYMAN: And apparently, Johnny, we're all going to give some of our butter to our fighting men.

79. JOHN: That's right, Mrs. Freyman.

80. FREYMAN: But why, Johnny? That's the real reason the supply is so short?

81. JOHN: Because it's taking more than a quarter of all our butter to feed our armed forces.

82. FREYMAN: Not our allies? I heard that most of it was being shipped overseas.

83: JOHN: Only about one percent of our butter went to our allies last year, and every bit of that went straight to Russian soldiers who are fighting Germans - Germans who might be killing our boys, if it weren't for the Russians.

84. FREYMAN: That's right ---

85. JOHN: Those Russians have got to have fat. Remember - they're fighting in sub-zero weather. They need fat - for energy, and bodily warmth.

86. FREYMAN: Of course.... I - I guess we ought to send them more than one percent of butter.

87. JOHN: We may - this year. But still it won't compare with the amount we'll send to our own boys, overseas and in camp.

88. FREYMAN: But look.... I thought we were producing more food now than ever before.

89. JOHN: We are. But still not enough to meet our war needs and yet give civilians as much butter as they got in peacetime.

90. FREYMAN: How much did we get in peacetime?

91. JOHN: Well, the average - over the whole country - was about seventeen pounds of butter per person per year.

92. FREYMAN: And how much can we expect to have in 1943?

93. JOHN: Government economists estimate - about thirteen pounds apiece.

94. FREYMAN: Thirteen - over the whole year. Four pounds less than in normal times.

95. JOHN: That's right.

96. FREYMAN: Well, let's see.... If you take thirteen pounds - and divide it by twelve - that's a little over a pound each per month.

97. JOHN: Not quite - because we haven't figured in the amount that goes to the restaurants. Actually - if the civilian butter supply were divided equally - we'd each get about a pound every five weeks.

98. FREYMAN: One pound of butter per person every five weeks.... But I haven't been able to get even that much!

99. JOHN: Because this is the season when our turnout of milk - and butter - is at its lowest ebb. Next spring - when the cows get out to pasture again - we'll have more butter to share.

100. FREYMAN: But in the meantime, Johnny ---

101. JOHN: In the meantime - and even after the meantime - we're all going to have to stretch our butter supply.

102. FREYMAN: You mean - by eating dry toast, like Mrs. Spratt?

103. JOHN: That's one way - cutting down our use of butter. Many of us like Mrs. Spratt - eat too much fat anyhow.

104. FREYMAN: But Johnny - my husband simply won't eat toast unless it's buttered.

105. JOHN: Butter it then - and cut down the butter someplace else. Or - and here's another way to stretch your butter supply - use other fats along with butter.

106. FREYMAN: Do you mean Margarine, Johnny? Or is it marjarEEN?

107. JOHN: Well, that's one other fat - MARgarin - MAR-jarin - oleomarjarEEN..... They all mean the same thing. We say MARgarin at our house.

108. FREYMAN: Is that scarce too?

109. JOHN: Well, they're beginning to produce more of it now, but still not enough to make up for the shortage of butter.

110. FREYMAN: How does margarine taste, Johnny?

111. JOHN: Well, that depends upon the taster. Could you tell me how a strawberry tastes?

112. FREYMAN: Like - like a strawberry.

113. JOHN: And margarine tastes like margarine. It doesn't taste just like butter, but many people find it a satisfactory spread for bread.

114. FREYMAN: Well, does margarine give us as many vitamins as butter?

115. JOHN: If the margarine has been fortified - yes.

116. FREYMAN: What do you mean by "fortified"?

117. JOHN: Well, vegetable and animal fats don't naturally contain any Vitamin A, so the margarine manufacturers sometimes add it to their product. If they do, the law requires them to add enough Vitamin A to each pound to equal the amount in the average pound of butter.

118. FREYMAN: But how can we consumers tell whether or not the margarine we buy <u>is</u> fortified with Vitamin A?

119. JOHN: By reading the label. That's one thing about margarine - if it's made in one State and sold in another, the law requires that all its contents must be printed plainly on the label.

120. FREYMAN: Well, that's good to know! Anything else?

121. JOHN: Well, let's leave breadspreads for a moment and turn to cooking fats. I suppose you've been saving all your meat drippings ----

122. FREYMAN: Yes - and selling them to the butcher.

123. JOHN: Well, before you sell anything to the butcher, you'd better make sure you can't use that fat as food. That's the most important use of fat.

124. FREYMAN: You mean the way Mary Quite Contrary used her meat drippings - on carrots?

125. JOHN: Yes, or you might use them in gravies - in salad dressing, or spoonbread.

126. FREYMAN: I never thought of using them in baking.

127. JOHN: Oh, sure - but you may want to clarify them first. Drippings from fresh pork can be clarified and then used just like lard.

128. FREYMAN: What do you mean by "clarify," Johnny?

129. JOHN: Why, you melt the fat with at least an equal volume of water - heat it a short time at moderate temperature.... But wait - I've got it all printed out for you here - on this Consumer Tips Card.

130. FREYMAN: Let's see.... Do I have a copy of this card?

131. JOHN: You may have, because we've offered it before - last summer, when we talked about saving your left-over fats.

132. FREYMAN: Well, I think I'd better get a copy of this now - so I'll be sure to have one. With fats so scarce these days, I'll need to know how to save every bit I can.

133. JOHN: Right. And you'll want to use them over and over again too. And you can, you know, by clarifying them.

134. FREYMAN: Oh, and look here on the other side of the card, Johnny.... "Best ways to use food fats ---"

135. JOHN: Uh-huh. That lists the different kinds of fats and their uses.

136. FREYMAN: I didn't know that chicken fat could be used as a spread for bread.

137. JOHN: Why, it's delicious. You ought to try it sometime. Or as shortening in biscuits. Um-yum!

138. FREYMAN: Well, I can see where this little Tips Card will play an important part in my kitchen file. I'll probably wear it out, Johnny, before the war's over.

139. JOHN: Then just write in and ask us for another. I'll tell all our listeners where to write later in this program. First, I'd like to turn to a friend who's here in the studio today - Mr. Arthur C. Bartlett, Special Assistant to the Director of the Food Distribution Administration. He knows more than I do about our supply of butter and other fats, and I think he might have some helpful suggestions to add here. How about that, Mr. Bartlett?

140. BARTLETT: Well, there are a few ideas that have been running through my mind, Johnny, as you and Mrs. Freyman talked about this fat situation.

141. FREYMAN: Anything that will help us make our fats go farther?

142. BARTLETT: You mean butter especially?

143. FREYMAN: Yes - butter especially.

144. BARTLETT: Well, I was remembering how - back in Maine, where I lived as a boy - we used to have a jar of apple butter on the table - or peanut butter -.. and how good they used to taste on the bread and biscuits that my mother baked.

145. FREYMAN: Don't think I've ever tasted apple butter, Mr. Bartlett.

146. BARTLETT: Then you don't know what you're missing. Why don't you try some on your family? Not bread and butter and apple butter. Just bread and apple butter.

147. FREYMAN: All right. And that might go for jam too - when we can get it. Instead of bread and butter and jam, we can eat just bread and jam.

148. BARTLETT: That's the way. And if you make any sandwiches - you don't have to butter both slices of bread, you know. Especially if you use a sandwich spread or mayonnaise.

149. FREYMAN: Not bread and butter and mayonnaise. Just bread and mayonnaise?

150. BARTLETT: Sure. I think you'll find there are lots of places where you can cut down a bit on your use of butter - without losing the good taste of things.

151. FREYMAN: The main thing, I guess, is - use butter and our other fats carefully.

152. BARTLETT: Carefully and wisely - so they do us the most possible good. You know, back in 1918, a lack of fats in Germany helped to cause her internal collapse - and her final defeat.

153. FREYMAN: Oh? I didn't know that, Mr. Bartlett.

154. BARTLETT: Yes, fats are pretty important - especially if you haven't got them. So we want to see that we have them - we here at home, as well as our boys at the front.

155. FREYMAN: And the two rules for us to follow..... Cut down on the use of fats, especially butter... and learn how to use other fats to their best advantage.

156. BARTLETT: Right. If every housewife - including Mrs. Jack Spratt - would follow those rules, I think we'd hit the Axis right where it hurts - in the pit of the stomach.

157. JOHN: How about this, Mr. Bartlett.....?
Mrs. Spratt shares her fat,
Her husband shares his lean;
And millions like the two of them
Will lick the Axis clean.

158. BARTLETT: (LAUGHING) Very good, Johnny.

159. FREYMAN: That's wonderful! I'll enlist right now.

160. JOHN: And here's the Consumer Tips card that's going to help you win.

161. FREYMAN: May I keep this card?

162. JOHN: No - you have to write in for your copy, same as everybody else. Address your request to: CONSUMER TIME - Department of Agriculture - Washington, D. C. Tell us you want the tips on fats - and give us your own name and address and the call letters of your radio station.

163. FREYMAN: May I say a word to our listeners, Johnny?

164. JOHN: Sure - go ahead.

165. FREYMAN: Well - I wonder if you're all keeping a file of these Consumer Tips Cards? They're just the right size, you know - to fit into your recipe file, and I find they're mighty handy to keep on hand where I can refer to them.

166. JOHN: You're right there, Mrs. Freyman. And they're going to grow even more valuable as this war goes on.

167. FREYMAN: They certainly are - like this Tips Card on food fats. Remember - for your copy, write to CONSUMER TIME - Department of Agriculture - Washington, D. C. And how about next week's program, Johnny?

168. JOHN: Income tax.

169. FREYMAN: Income tax!

170. JOHN: Yes. Are you going to be able to pay yours when March fifteenth rolls around? If not, what can you do about it? And how can you be sure that by the time the next payment falls due you'll have the money on hand?

171. FREYMAN: I - I don't know. I've been trying not to think about income tax.

172. JOHN: Then you'd better get started. Next week we'll help you think about it - and try to help you pay it too.

173. FREYMAN: Well, all right! I'll certainly be here.

174. ANNOUNCER: And we hope that you will be there, right beside your radio, listening in to our facts on income tax. For your free copy of our Consumer Tips on food fats - just write and ask us. I'll repeat the address.... CONSUMER TIME - Department of Agriculture - Washington, D. C. And don't forget to give us your own name and address and the call letters of your radio station.

Heard on today's program were: Helen Goodhue, Evelyn Freyman, Ken Banghart, Maurice Jarvis, and Mr. Arthur C. Bartlett, Special Assistant to the Director of the Food Distribution Administration in The Department of Agriculture.

Script by Jane Ashman.

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